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The Laws of Subtraction

大数据时代的商业制胜法则

[美] 马修·E·梅 著 华驰航 译

中信出版社·CHINA CITIC PRESS

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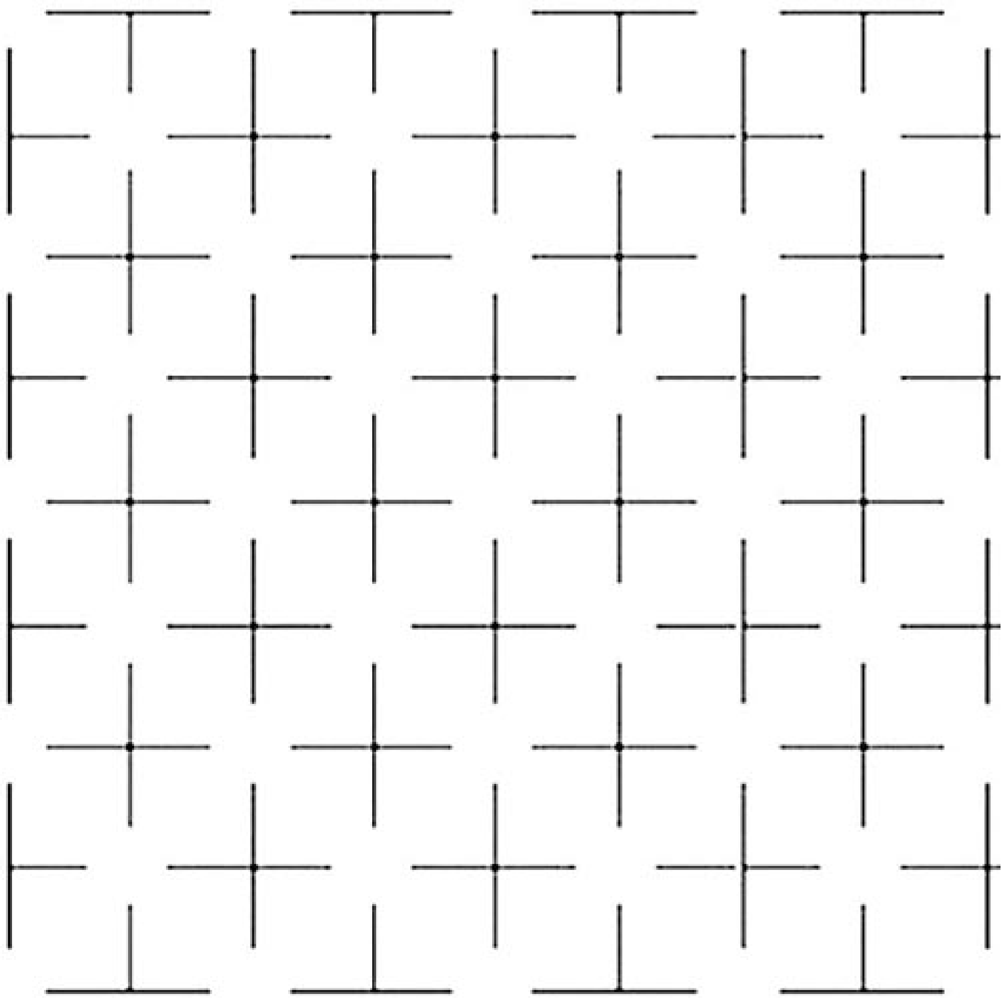
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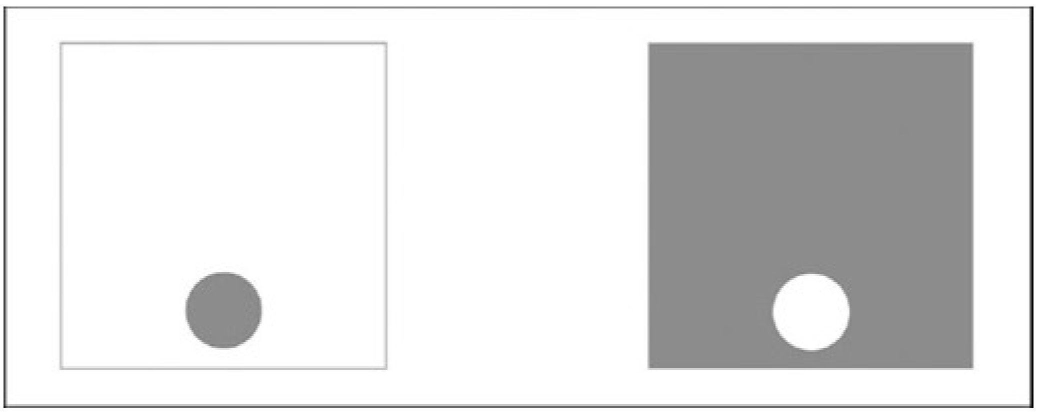
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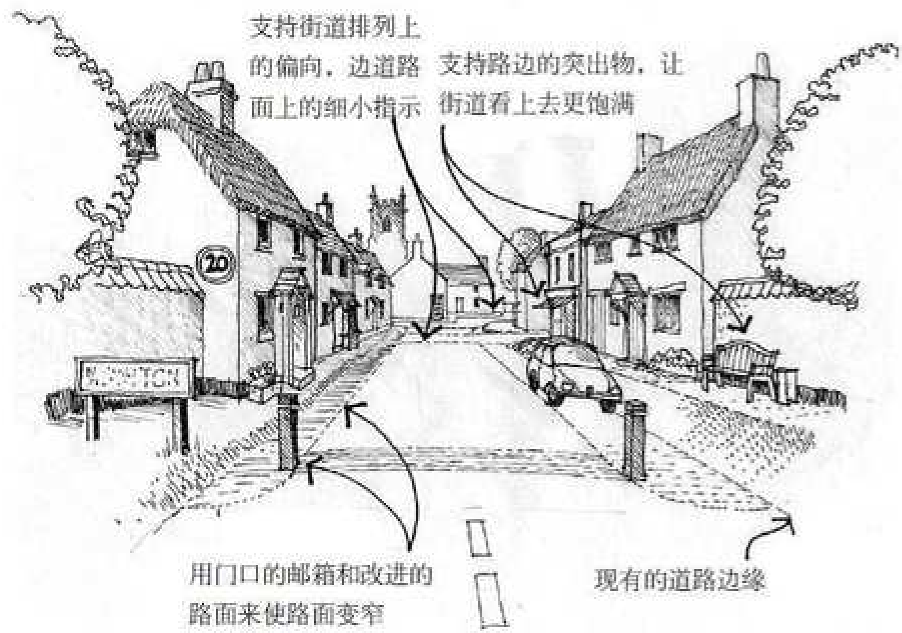
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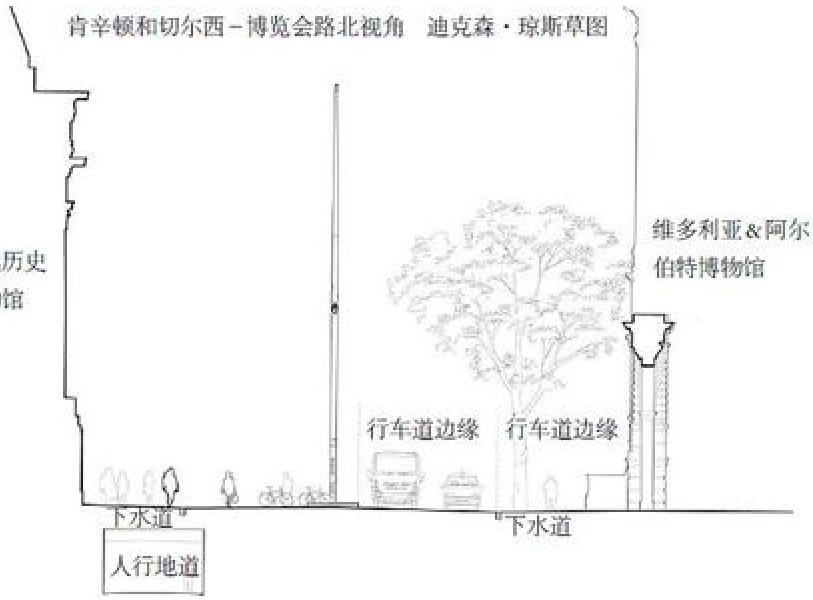
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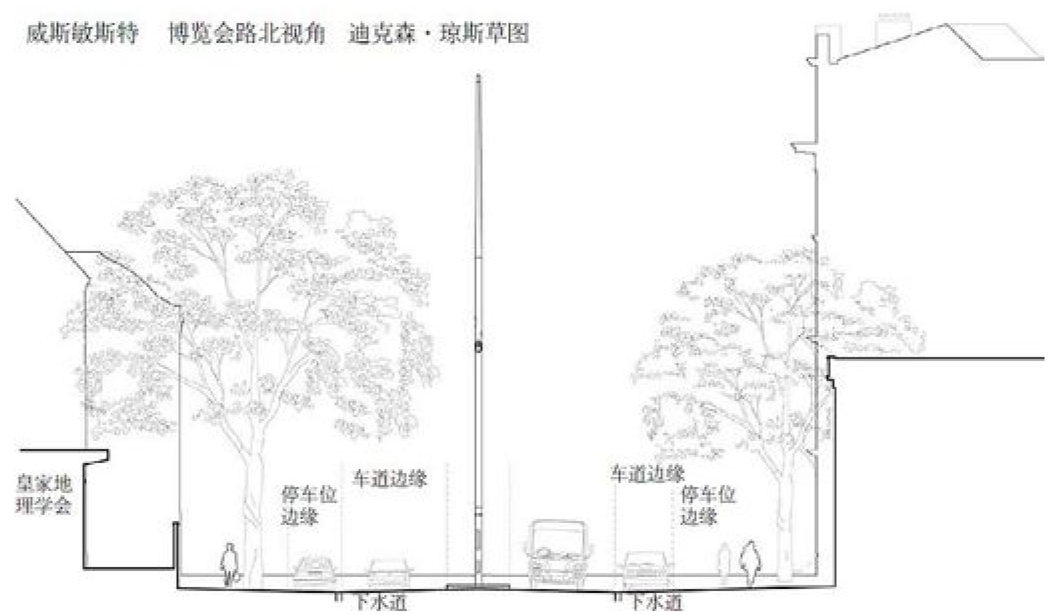


接近村落/城镇中心的地方



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肯辛顿和切尔西－博览会路北视角 迪克森·琼斯草图
自然历史
博物馆
维多利亚＆阿尔
伯特博物馆
行车道边缘
行车道边缘
下水道
人行地道
下水道


威斯敏斯特 博览会路北视角 迪克森·琼斯草图
皇家地
理学会
停车位
边缘
车道边缘
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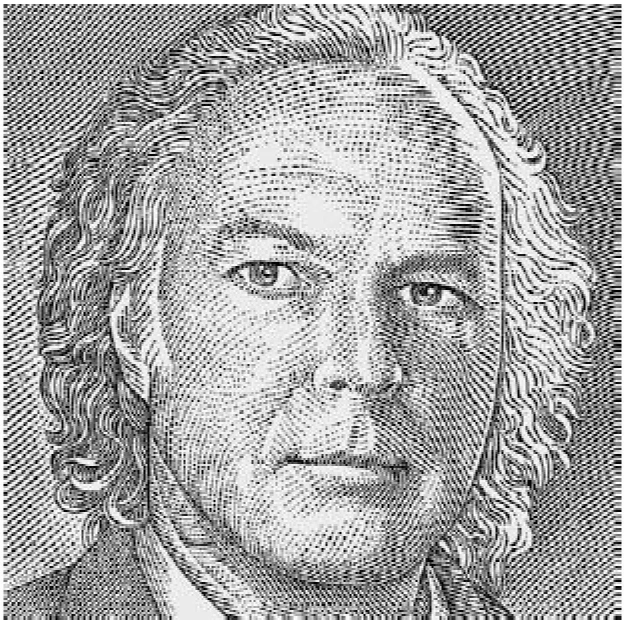
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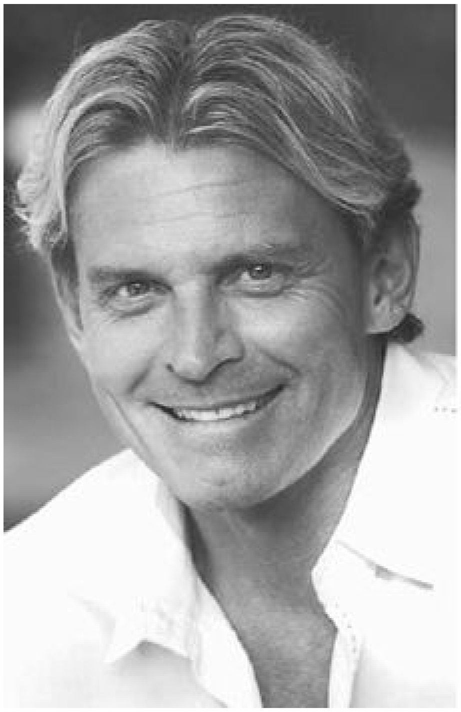
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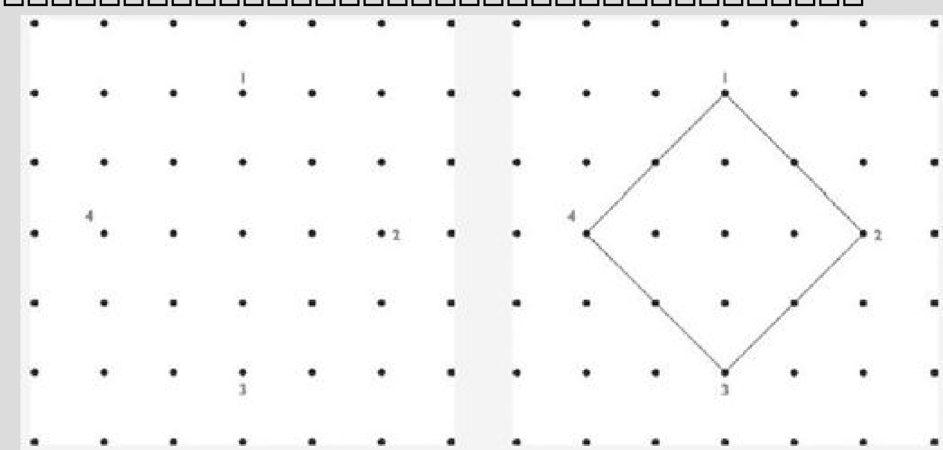
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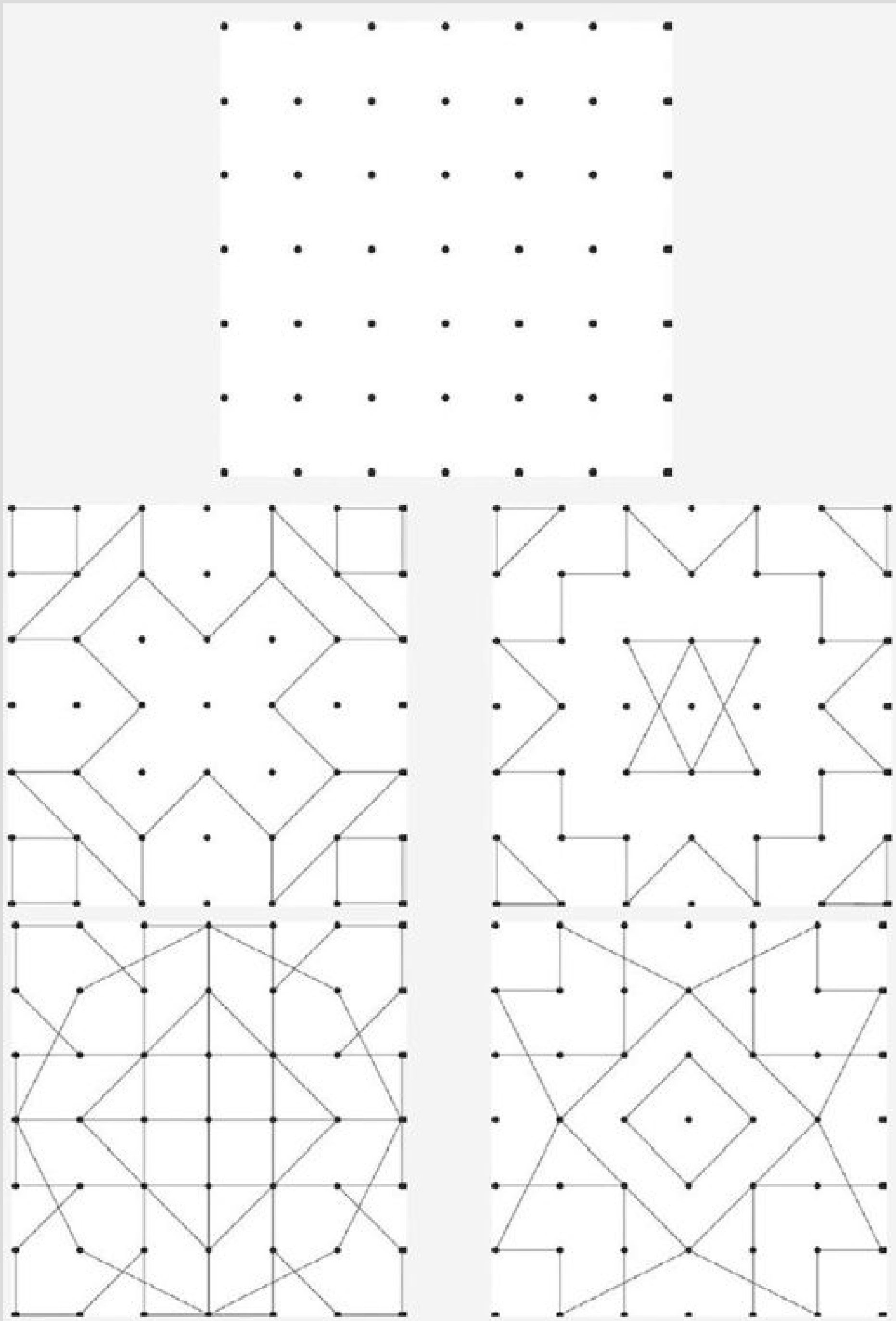
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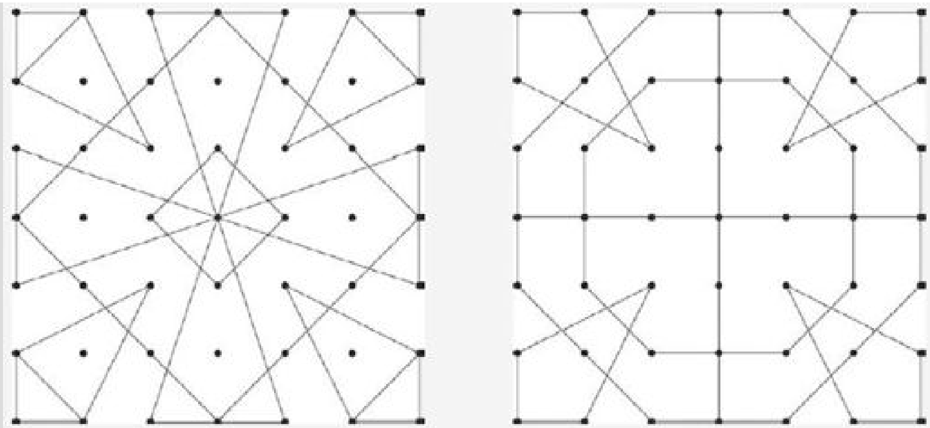
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首先，浏览器需要变得更稳定。当你在写一封重要的电子邮件，或是编辑一份文档时，浏览器的崩溃对你来说是个大问题。
——达林·费舍尔，软件工程师
浏览器也需要变得更快速。它们的启动速度要加快，加载页面的速度也需要更快。
而对于网络应用程序来说，Java程序语言本身也能变得更快。
——拉斯·巴克，软件工程师
——卡斯伯·隆德，软件工程师
浏览器需要变得更安全。鉴于目前浏览器产品的大量漏洞，它们必须要被重新设计以应对恶意软件。
——伊安·菲特，产品经理
我们想让浏览器的功能不多也不少。它的界面必须干净，简单并且有效。
——本·古杰尔，软件工程师
最后，谷歌的Chrome浏览器是个开放源码的浏览器。
我们想要其他人也能采用我们的点子——
就像我们也会从别人那儿学到好的点子一样。

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“[illegible]”[illegible]“[illegible]20[illegible]5[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]·[illegible]”

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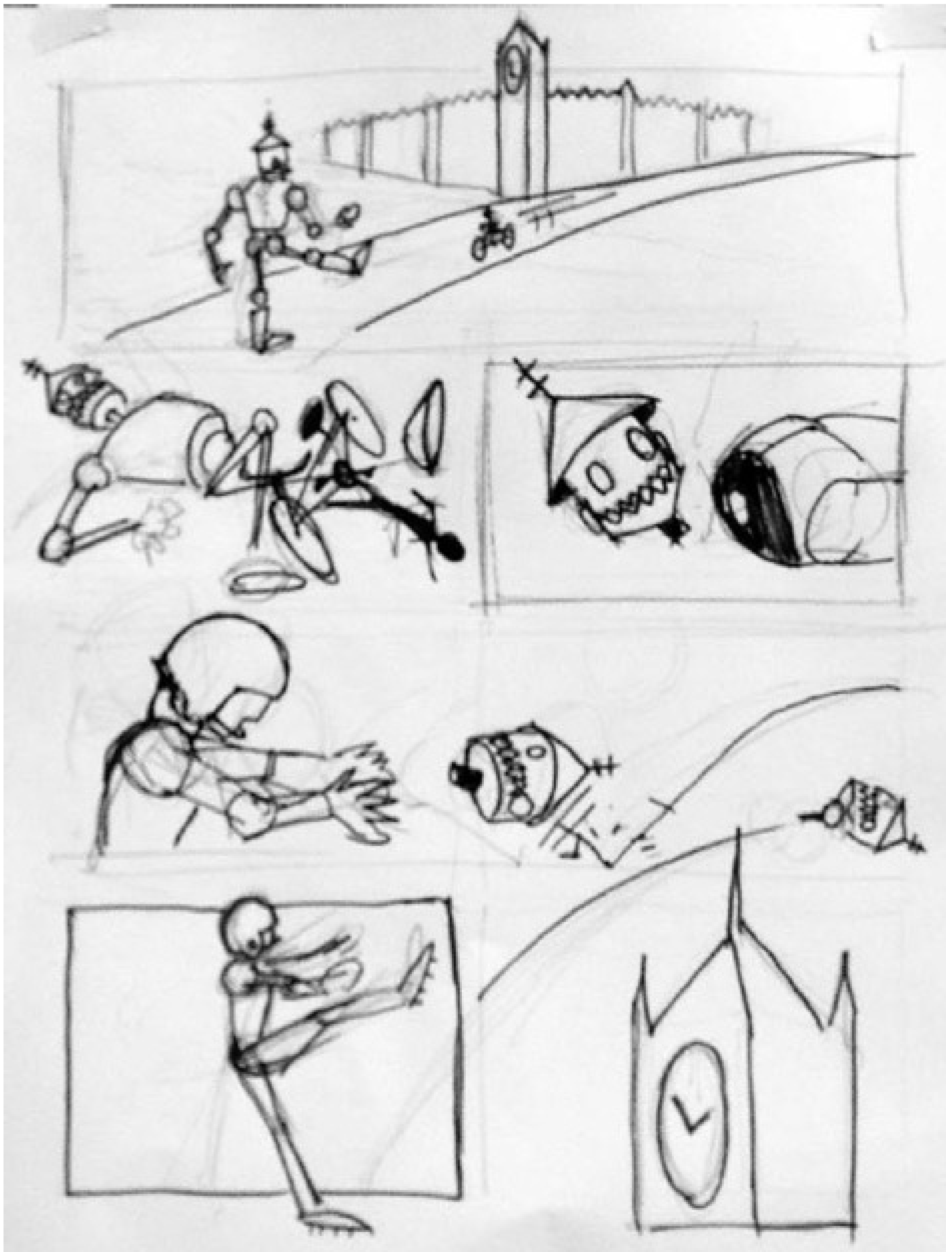
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有这么一个故事。
我保证。
呃，我要迟到了！
我得走了！
呃……
我好像丢了我的钥匙，能借一下你的吗？
好的，钥匙在我的钱包里。
谢谢！
砰！
汽车发动声
汽车行驶的声音
该死的！堵车了！
呃……
我要抄小路！
我到了！
叮咚！
啊！
啊！
明天晚上怎么样？
好的！
啧！
那就明天吧！
光碟租赁
呃……
我一直想要看这个！
3.5美元。
给。
哪个比尔？
我就是要问你这个。
好吧。
祝你愉快！
我要去买些啤酒。
便利店
喝一罐啤酒没什么关系。
咕嘟咕嘟
撞车
完


有这么一个故事。
卡尔，答应我你不会在喝酒后开车。
我保证。
汽车行驶的声音
我到了！
好啊，卡尔！
你好啊，露西！
抱歉，卡尔，今晚我没法和你出去了。
啊！
我现在去做什么呢？
我要去买些啤酒。
咕嘟咕嘟
撞车
R.I.P. 卡
完


有这么一个故事。
卡尔，答应我你不会在喝酒后开车。
我保证。
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卡尔，答应我你不会在喝酒后开车。
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想法表

名称
一个抓人眼球、易于记住的名字

描述
简单解释想法内容

辩护
为什么它很重要/有价

图样
画出一个该想法的初步草图

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[illegible]2011[illegible]

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[6] 2009[illegible]Steve Trimble[illegible]flightglobal.com[illegible]DEW[illegible]Defense Early Warning[illegible]Line[illegible]

[7] [illegible]·[illegible]1995[illegible]1[illegible]

[8] [illegible]“[illegible]”[illegible]7[illegible]lockeedmartin.com/us/aeronautics/skunkworks/14rules.html[illegible]14[illegible]

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I Wrote This for You

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